

ORDER



WAVY

Orders	Order / Rev:	199289
	Alt Order #:	06842896
	Product Desc:	8/18-8/24 RNC IE
	Estimate:	3038
	Flight Dates:	08/18/12 - 08/24/12
	Original Date / Rev:	08/17/12 / 08/17/12
	Order Type:	REG

Primary AE:	Petry Philadelphia
Sales Office:	P-PHI
Sales Region:	Nat

Agency	Name:	National Media
	Buying Contact:	
	Billing Contact:	
		815 Slaters Lane
		Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	POL/RNC IE
	Demographic:	A35+
	Product Codes:	PL2
	Priority:	P1
	Revenue Codes:	AGY, POL, POL-ISS

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	IN302/SP102/SP1137/AL1713/MO2553

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/24/12	47	\$28,500.00	\$24,225.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	47	\$28,500.00	\$24,225.00	0.00
Totals	47	\$28,500.00	\$24,225.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WAVY	41%	\$28,500.00
Market	100%	\$69,512.20

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	27%	\$18,768.29
WTVZ	6%	\$4,170.73
WVBT	6%	\$4,170.73
WVEC	20%	\$13,902.44

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WAVY	08/20/12	08/20/12	WAVY Early Today Newsm	CM	430-5a	M-----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
WAVY News 430-5am															
WAVY NEWS-430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	M-----		1		\$200.00		0.00					
2	WAVY	08/21/12	08/21/12	WAVY Early Today Newsm	CM	430-5a	-T-----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
WAVY News 430-5am															

Advertiser:	POL/RNC IE
Product Desc:	8/18-8/24 RNC IE
Estimate:	3038

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WAVY NEWS-430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----		1				\$200.00		0.00			
3	WAVY	08/22/12	08/22/12	WAVY Early Today New6M WAVY News 430-5am	CM	430-5a	--W----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
WAVY NEWS-430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----		1				\$200.00		0.00			
N 4	WAVY	08/19/12	08/19/12	WAVY Early Today New6M WAVY News 430-5am	CM	430-5a	-----S	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
WAVY NEWS-430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S		1				\$200.00		0.00			
6	WAVY	08/18/12	08/18/12	WAVY News 10 Sa 6a WAVY News 10 Sa 6a	CM	6a-7a	-----S-	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
WAVY NWS SAT6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-		2				\$500.00		0.00			
7	WAVY	08/18/12	08/18/12	WAVY News 10 Sa 7a WAVY News 10 Sa 7a	CM	7a-8a	-----S-	:30	2	\$800.00	P1	0.00	NM	2	\$1,600.00
WAVY NWS SAT7A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-		2				\$800.00		0.00			
8	WAVY	08/18/12	08/18/12	Today Show Sa Today Show Saturday	CM	8a-10a	-----S-	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-		1				\$1,200.00		0.00			
9	WAVY	08/19/12	08/19/12	WAVY News 10 Sunday6M WAVY News 10 Sunday 6a	CM	6a-7a	-----S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
WAVY NWS SUN6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S		1				\$500.00		0.00			
10	WAVY	08/22/12	08/22/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p	--W----	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
HAMPTN RDS SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----		1				\$200.00		0.00			
11	WAVY	08/23/12	08/23/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p	---T---	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
HAMPTN RDS SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---		1				\$200.00		0.00			
12	WAVY	08/20/12	08/20/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	M-----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
WAVY NEWS10-NN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----		1				\$300.00		0.00			
13	WAVY	08/21/12	08/21/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	-T-----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
WAVY NEWS10-NN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----		1				\$300.00		0.00			
14	WAVY	08/22/12	08/22/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	--W----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
WAVY NEWS10-NN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----		1				\$300.00		0.00			
15	WAVY	08/23/12	08/23/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	---T---	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
WAVY NEWS10-NN															

Order / Rev: 199289
 Alt Order #: 06842896
 Flight Dates: 08/18/12 - 08/24/12

Advertiser: POL/RNC IE
 Product Desc: 8/18-8/24 RNC IE
 Estimate: 3038

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	WAVY	08/23/12	08/23/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	---T---	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
WAVY NEWS10-NN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---					1	\$300.00		0.00			
16	WAVY	08/24/12	08/24/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	----F--	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
WAVY NEWS10-NN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--					1	\$300.00		0.00			
17	WAVY	08/21/12	08/21/12	Days of Our Lives Days of Our Lives	CM	1p-2p	-T-----	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
DAYS-OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----					1	\$350.00		0.00			
18	WAVY	08/23/12	08/23/12	Days of Our Lives Days of Our Lives	CM	1p-2p	---T---	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
DAYS-OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---					1	\$350.00		0.00			
19	WAVY	08/20/12	08/20/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
WAVY NEWS10-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----					1	\$2,000.00		0.00			
20	WAVY	08/22/12	08/22/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p	--W----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
WAVY NEWS10-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----					1	\$2,000.00		0.00			
21	WAVY	08/18/12	08/18/12	WAVY News 10 Sat 6p WAVY News 10 Sat 6p	CM	6p-630p	-----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
WAVY NW10 SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$500.00		0.00			
22	WAVY	08/19/12	08/19/12	WAVY News 10 Sun 6p WAVY News 10 Sun 6p	CM	6p-7p	-----S	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
WAVY NW10 SUN1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					2	\$500.00		0.00			
23	WAVY	08/21/12	08/21/12	M-F 7-730p M-F 7-730p	CM	7-730p	-T-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----					1	\$1,500.00		0.00			
24	WAVY	08/18/12	08/18/12	Sa 7-8p Sa 7-8p	CM	7p-8p	-----S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
ENT TONITE60 W															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$300.00		0.00			
25	WAVY	08/20/12	08/20/12	Mon Hour 2 Monday 9-10p	CM	9p-10p	M-----	:30	2	\$1,600.00	P1	0.00	NM	2	\$3,200.00
STARS EARN STRIPES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----					2	\$1,600.00		0.00			
26	WAVY	08/24/12	08/24/12	LN M-F M-F News 10 @11	CM	11p-1130p	----F--	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
WAVY NEWS10-11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--					1	\$2,000.00		0.00			
27	WAVY	08/19/12	08/19/12		CM	11p-1130p	-----S	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00

Order / Rev: 199289
 Alt Order #: 06842896
 Flight Dates: 08/18/12 - 08/24/12

Advertiser: POL/RNC IE
 Product Desc: 8/18-8/24 RNC IE
 Estimate: 3038
WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				LN Su										
				WAVY News 10 @11 Sun										
				WAVY NEWS10-11										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/13/12		08/13/12	08/19/12	-----S		1		\$2,000.00		0.00				
28	WAVY	08/20/12	08/20/12	Tonight Show/Jay Leno CM		1134p-1237a M-----	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
				Tonight Show w/Leno										
				TONITE SHW										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	M-----		2		\$500.00		0.00				
29	WAVY	08/21/12	08/21/12	Tonight Show/Jay Leno CM		1134p-1237a -T-----	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
				Tonight Show w/Leno										
				TONITE SHW										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	-T-----		2		\$500.00		0.00				
30	WAVY	08/22/12	08/22/12	Tonight Show/Jay Leno CM		1134p-1237a --W----	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
				Tonight Show w/Leno										
				TONITE SHW										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	--W----		2		\$500.00		0.00				
31	WAVY	08/23/12	08/23/12	Tonight Show/Jay Leno CM		1134p-1237a ---T---	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
				Tonight Show w/Leno										
				TONITE SHW										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	---T---		2		\$500.00		0.00				
32	WAVY	08/24/12	08/24/12	Tonight Show/Jay Leno CM		1134p-1237a ----F--	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
				Tonight Show w/Leno										
				TONITE SHW										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	----F--		2		\$500.00		0.00				
33	WAVY	08/20/12	08/20/12	Late Night/Jimmy FallonCM		1237a-136a M-----	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
				Late Night w/Jimmy Fallon										
				J FALLON										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	M-----		1		\$150.00		0.00				
34	WAVY	08/21/12	08/21/12	Late Night/Jimmy FallonCM		1237a-136a -T-----	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
				Late Night w/Jimmy Fallon										
				J FALLON										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	-T-----		1		\$150.00		0.00				
35	WAVY	08/22/12	08/22/12	Late Night/Jimmy FallonCM		1237a-136a --W----	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
				Late Night w/Jimmy Fallon										
				J FALLON										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	--W----		1		\$150.00		0.00				
36	WAVY	08/23/12	08/23/12	Late Night/Jimmy FallonCM		1237a-136a ---T---	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
				Late Night w/Jimmy Fallon										
				J FALLON										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	---T---		1		\$150.00		0.00				
37	WAVY	08/24/12	08/24/12	Late Night/Jimmy FallonCM		1237a-136a ----F--	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
				Late Night w/Jimmy Fallon										
				J FALLON										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	----F--		1		\$150.00		0.00				
38	WAVY	08/19/12	08/19/12	Su 1130p-12a CM		1130p-12a -----S	:30	1	\$350.00	P1	0.00	NM	1	\$350.00
				Su 1130p-12a										
				INSIDER WK										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/13/12		08/13/12	08/19/12	-----S		1		\$350.00		0.00				
N39	WAVY	08/24/12	08/24/12		CM	11a-12p ----F--	:30	1	\$200.00	P2	0.00	NM	1	\$200.00

Order / Rev: 199289
Alt Order #: 06842896
Flight Dates: 08/18/12 - 08/24/12

Advertiser: POL/RNC IE
Product Desc: 8/18-8/24 RNC IE
Estimate: 3038

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Hampton Roads Show											
				Hampton Roads Show											
HAMPTN RDS SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	- - - - F - -			1			\$200.00		0.00			
													Totals	47	\$28,500.00